

**MEDIA
KIT
2006**

Melbourne **Observer**

**Victoria's Independent
Weekly Newspaper**

**Prosperous Big-Spending
Baby Boomers, Empty Nesters,
40-54, 55+, Wealthy Retirees**

**Paid-Circulation Newspaper
*Not A Single Media Dollar Wasted***

Head Office: 30 Glen Gully Road, Eltham, Vic 3095

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Web: www.melbourneobserver.com.au

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Melbourne's Favourite Weekly Newspaper

Available across Victoria - at 390 newsagencies

Promoted on Radio Station 3AW

Incorporating 'Melbourne Advertiser' and 'Melbourne Homemaker'

Published Online and In Print

More Than 40,000 Readers Weekly

The Melbourne Observer

- First published in 1969, the Melbourne Observer is Victoria's independent weekly paper.
- We are independently owned and operated, and have built a loyal 'paid-circulation readership in print and online - more than 40,000 people every week.
- This provides a hugely strong audience for businesses which advertise in the Observer.

Strong Readership

- As a paid-circulation newspaper, the Melbourne Observer goes on sale from every Wednesday morning in more than 390 newsagencies across Melbourne, the Mornington Peninsula, Geelong and country Victoria.
- With a competitive cover price of just \$1, the Melbourne Observer is a popular choice amongst consumers, especially the important and prosperous 40-54, 55+ and retiree demographics.
- Distribution is professionally handled by All Day Distribution Pty Ltd, who operate a daily service to newsagencies across Victoria.

Wide Promotion

- In addition to the Victoria-wide newsagency network, the Melbourne Observer has a powerful online presence, and can be accessed free-of-charge at three continually-updated websites:

www.melbourneobserver.com.au

www.overnighters.com.au

www.mediaflash.com.au

- The Melbourne Observer is also promoted with a strategic ongoing weekly paid-advertising campaign with Melbourne's top-rating radio station, 3AW.
- The Melbourne Observer also has its own weekly 30-minute radio program on Radio 3RPH (Radio For The Print Handicapped), which can be accessed Melbourne-wide on 1179AM. Our Wednesday night program is also relayed to seven country radio stations: Albury-Wodonga, Bendigo, Geelong, Mildura, Shepparton, Warragul, Warrnambool.



The Melbourne Observer's Overnighters newspaper page and website are independently operated by the Melbourne Observer newspaper, and are not products of Radio 3AW or its parent company Southern Cross Broadcasting.



Ash Long, award-winning Publisher of the Melbourne Observer newspaper

Welcome to Victoria's own Melbourne Observer newspaper

- We are very proud of the Melbourne Observer newspaper, and the large steps we have taken over the past few years, to confirm it as a weekly favourite amongst Victorians.
- Being a trusted family friend is a role the Melbourne Observer takes very seriously. We work diligently to present a truthful, energetic, entertaining and friendly newspaper that is welcomed into family homes across Victoria.
- We realise that as a business, we thrive and continue to grow as we deliver a loyal, receptive and active audience for our advertisers. That's the Observer 'point-of-difference'.

- Ash Long, Publisher and Editor

Melbourne Observer History

- The Melbourne Observer newspaper has enjoyed loyalty from Victorian readers since the paper was first published on September 14, 1969.
- Transport magnate Gordon Barton established the publication as Victoria's first Sunday newspaper - achieving an audited sales figure of 100,000 copies. Maxwell Newton (founding editor of both The Australian Financial Review and The Australian) was proprietor of the Melbourne Observer from 1971 until 1977, with a record print run of 240,000 copies.
- Melbourne war hero Peter Isaacson purchased the Observer business for \$425,000 in 1977, continuing publication until 1989 when three new newspapers were launched in the Sunday market (The Sunday Age, The Sunday Herald, The Sunday Sun).

Visionary 2002 re-launch

- Award-winning independent publisher Ash Long re-launched the Melbourne Observer as a mid-week publication on September 18, 2002. He immediately set the frenetic pace with a paid-circulation newspaper, and a free-circulation online edition at www.melbourneobserver.com.au
- Ash Long has worked relentlessly at building readership figures, content and size of the weekly editions of the newspaper, and the expansion of the advertising channels of the business.
- The Melbourne Observer has more than doubled its weekly page-output for readers, as well as expanded the distribution network to more than 390 newsagencies every week across Melbourne (all suburbs), Geelong, the Mornington and Bellarine Peninsulas, and country Victoria,

Online, radio expansion

- The Melbourne Observer is at front of the 21st Century media race. Every edition is published simultaneously at three websites - so that readers can access the current print-edition of the newspaper from virtually anywhere in the world, free of charge.
- Any regular listener to the 3AW Overnights program will be aware of the Melbourne Observer link, the regular Overnights page, and the Overnights website at which the Melbourne Observer can be downloaded.
- Likewise, the Melbourne Observer has its own 30-minute radio program on 1179 AM and seven country relay stations, every week, Wednesdays.



The Melbourne Observer was launched by Gordon Barton in 1969, successfully building audited weekly sales of 100,000



Now in its 38th year, the Melbourne Observer delivers a strong 'Baby Boomer' (40-54, 55+ and retirees) readership every week

Something For Everyone

■ As Victoria's independent weekly newspaper, the Melbourne Observer presents an ideal advertising medium in a number of categories.

First-Class Presentation

■ The Melbourne Observer offers a choice of mono (black-and-white), spot colour, and full-colour options for advertisers. The newspaper has a user-friendly design, particularly popular with readers.

■ The Melbourne Observer is printed weekly on a state-of-the-art multi-million dollar Goss press with full-colour offset printing tower.

General News

■ The Melbourne Observer covers up-to-the-minute news from around Melbourne and across Victoria. There is the opportunity to advertise in this early general news section, which includes regular columns by Editor Ash Long ('Long Shots'), women's favourite Yvonne Lawrence, John Pasquarelli on politics, 'Melbourne Confidential' and 'Veritas' on the latest in TV-radio.

■ The Melbourne Observer's 'early general news' section also includes 'In The Picture' photo features, tributes and celebrations, and the weekly and incredibly popular 'Overnighters' pages.

Regional Sections

■ The Melbourne Observer is developing sections for City, Suburbs, Metropolitan regions, the Mornington Peninsula, Geelong, country and other districts.

■ Our new Victorian Rural Weekly section has special appeal for people interested in Rural Living, On The Land and regions.

Theme Features

■ The Melbourne Observer has an annual schedule of features to coincide with special events, seasons, in addition to regular monthly, bi-monthly and quarterly features.

Education

■ The Melbourne Observer has regular features with a focus on Primary, Secondary and Tertiary education. As well as state schools, advertising comes from Catholic and Private Schools, plus institutions for further education.

Observer Woman

■ A section for women's interests including life and style, fashion, beauty, hair, relaxation plus 'body, mind and soul'

Community

■ The Melbourne Observer looks to support groups including Rotary, Lions, Probus, CWA, RSL, Masonic, etc., especially for special projects and anniversaries. Sports clubs and entertainment.

Seniors

■ The Melbourne Observer has a mighty reach to 40-54, and 55+, demographics. This is ideal for businesses with products and services for Seniors, including Finance, Investment and Travel

Travel

■ Our popular monthly Travel features have attracted more than 1000 major clients from local regions, Victoria, interstate and internationally.

Stepping Out

■ The Melbourne Observer is building a section for Restaurants, Venues (Gig Guide, Theatre Guide), pubs and clubs. Our weekly Centre Stage section is also broadcast on Radio 3AW.

Enterprise

■ Our Business features can accommodate Business-to-Business promotion, company profiles, business people profiles, finance and investment, and Best Business Opportunities.

Melbourne Homemaker

■ We are growing this special department with an emphasis on 'Home and Garden', plus renovating, home improvement and other themes.

Homes

■ The Melbourne Observer has a unique reach in the prosperous 40+ age groups, and is an ideal medium for new houses, apartments, country and coastal, villages, and seniors accommodation.

Observer Motoring

■ New cars, luxury cars, used cars, recreational vehicles, caravans, two wheels, big wheels ... all in the Melbourne Observer.

Radio-Newspaper Strategy

■ An important part of the Melbourne Observer marketing strategy is its link with the 3AW Overnights radio program hosted 12 midnight-5.30am, weekdays, by Keith McGowan.

■ The talkback program is, by far, the highest-rating overnight radio program in Australia, delivering a massive audience share. It has a unique participation rate amongst its public.

■ The Melbourne Observer's participation in this program (both as a paid advertiser and contributor, and official website provider) delivers an extraordinary 'club' atmosphere amongst listeners/readers.

Top Ratings Means More Readers

■ The 3AW Overnights program won the 2005 ratings survey with a massive 26.1 per cent of the Midnight-5.30am audience. Nearest competitor was the ABC with 15.4 per cent. Nearest commercial competitor across Melbourne was Gold FM with 7.1 per cent. (Source: Nielsen Media Research, Survey No 8, 2005).

■ The Melbourne Observer participates in the Overnights program as a paid advertiser, regular guest, and provider of the popular website:

www.overnights.com.au

Extraordinary Loyalty

■ "The baby boomer generation is staying up late, getting up early and spending more time listening to commercial radio between midnight and dawn," confirms Nielsen survey material released by Commercial Radio Australia.

■ Australians aged 40-54 spend three hours and 15 minutes on average listening to commercial radio between midnight and 5.30am each week. Those aged 55+ spend even more time listening - an average of five hours and 19 minutes.

■ The Melbourne Observer provides a strong print link for Overnight radio audiences which enjoyed a 5 per cent increase in the 40-54 demographic, and an 8 per cent increase in the 55+ age group. And, of course, that translates to more results for Melbourne Observer advertisers.

Independently Operated

■ The Melbourne Observer's Overnights newspaper page and website are independently operated by the Melbourne Observer newspaper, and are not products of Radio 3AW or its parent company Southern Cross Broadcasting.



Keith McGowan, the top-rating host of 3AW's Overnights.

Observer Overnights

■ The Melbourne Observer provides at least a full-page in every issue to the doings of listeners to Melbourne's 3AW Overnights program. Whilst there are listeners in all age groups, the Observer targets the 40-54 and 55+ demographics ... who are listening on average for 17 minutes longer each week than they did in the previous year, according to Commercial Radio Australia.

■ Joan Warner, Chief Executive of industry body Commercial Radio Australia, says: "For many people, particularly older men and women in single households, radio is one of the few sources of entertainment and companionship available around the clock where you can listen and interact with real people in real time."

■ The Melbourne Observer brings a weekly 'newsletter' atmosphere with a section that includes photos and reports of listeners in a friendly 'parish-pump' environment.

Advertising Rates

As at February 1, 2006
(GST inclusive)
Subject to our Terms and Conditions
All rates are pre-paid

Mono (Black-and-white)

Casual (Base)	\$15.00 per s/col. cm
250cm (20% Discount)	\$12.00
500cm (25% Discount)	\$11.25
1000cm (30% Discount)	\$10.50
2500cm (35% Discount)	\$ 9.75
5000cm (40% Discount)	\$ 9.00
10,000cm (50% Discount)	\$ 7.50

Base Rates

Full-Page (38cm x 8cols)

Mono (25% Discount)	\$3648.00
Full-Colour	\$4068.00

Half-Page (18cm x 8cols)

Mono	\$2160.00
Full-Colour	\$2580.00

Quarter-Page (18cm x 4 cols)

Mono	\$1080.00
Full-Colour	\$1500.00

Front-Page Positions

5cm x 2col. - Mono	\$ 450.00
10cm x 2 col. - Mono	\$ 900.00

Loadings

Front-Page	200% Loading
Back-Page	100% Loading
(Minimum Full-Page)	
Early RH Pages (P3, 5, 7, 9)	50% Loading
Page 2	50% Loading
Inside Back Cover	50% Loading
Early LH Pages (P4, 6, 8)	33% Loading
Any other specified position	33% Loading

Colour Loadings

Full-Colour	\$420 per page
Spot-Colour	\$140 per page

Full-Colour and Spot-Colour advertising is subject to availability.

Normal Spot Colours are Magenta, Cyan, Reflex Blue, Warm Red, Yellow and Green.

Any other colours will be charged at Full-Colour Rates.

Classified Advertising Rates

Line Ads

First 20 words	\$ 20.00
	then \$1 per word thereafter

Deadlines

Bookings:	5pm Fri. prior to publication
Copy:	5pm Fri. prior to publication
	Deadlines cannot be extended

Mechanical Specifications

Bromides not accepted

PC based only. Coldset.

Full-colour process ads should be in CMYK colours. No Pantone, Index, RGB or Lab colours will be accepted.

Embed all fonts. Fonts must be licensed.

Minimum typeface is 8pt. Any typeface less than 14pt should not be used for reverse as it is liable to blur. Typefaces with fine serifs should be avoided.

E-mail PDF to

editor@melbourneobserver.com.au

Advertising elements in

PDF, DOC, TIF or JPG to

editor@melbourneobserver.com.au

Artwork Delivery

Couriers: 30 Glen Gully Road,
Eltham, Vic. Please give
couriers 'authority to leave'

Post: PO Box 1014, Research, Vic
3095. We recommend use of
'Express Post'.

Inserts

Price:	\$104.50 per 1000
Quantity:	Enquire re current print run
Bookings:	5pm Tues. week prior to publication
Delivery:	5pm Wed. week prior to printers, Latrobe Valley Express. 21 George St, Morwell. Clearly labelled with date of insertion, paper name, no of inserts and no of bundles. If sent to paper - courier fee applies.

Advertising Rate Calculator - By Contract Discounts

Mono (GST Inclusive)
Per Insertion

	Open Rate	250cm (20%)	500cm (25%)	1000cm (30%)
Discount Levels				
Double Page Spread	\$9120.00		\$6840.00	\$6384.00
Full-Page (38 x 8)	\$4560.00	\$3648.00	\$3420.00	\$3192.00
Half-Page (18 x 8)	\$2160.00	\$1728.00	\$1620.00	\$1512.00
Quarter-Page (18 x 4)	\$1080.00	\$ 864.00	\$ 810.00	\$ 756.00
1/8th Page (18x2 or 9x4)	\$ 540.00	\$ 432.00	\$ 405.00	\$ 378.00
1/16th Page (9 x 2)	\$ 270.00	\$ 216.00	\$ 202.50	\$ 189.00
Front-Page (5 x 2)	\$ 450.00	\$ 360.00	\$ 337.50	\$ 315.00

	2500cm (35%)	5000cm (40%)	10,000cm (50%)
Discount Levels			
Double Page Spread	\$5928.00	\$5472.00	\$4560.00
Full-Page (38 x 8)	\$2964.00	\$2736.00	\$2280.00
Half-Page (18 x 8)	\$1404.00	\$1296.00	\$1080.00
Quarter-Page (18 x 4)	\$ 702.00	\$ 648.00	\$ 540.00
1/8th Page (18x2 or 9x4)	\$ 351.00	\$ 324.00	\$ 270.00
1/16th Page (9 x 2)	\$ 175.00	\$ 162.00	\$ 135.00
Front-Page (5 x 2)	\$ 292.50	\$ 270.00	\$ 225.00

Advertising Rate Calculator - By Frequency Discounts

Mono (GST Inclusive)
Per Insertion

	x1	x2	x4	x6
Double Page Spread	\$ 5985.00	\$ 5586.00	\$ 5187.00	\$ 5187.00
Total Budget	\$ 5985.00	\$11,172.00	\$20,748.00	\$31,122.00
Discount Level	25%	30%	35%	35%
Full-Page (38 x 8)	\$ 3648.00	\$ 3420.00	\$ 3192.00	\$ 3192.00
Total Budget	\$ 3648.00	\$ 6840.00	\$12,768.00	\$19,152.00
Discount Level	20%	25%	30%	30%
Half-Page (18 x 8)	\$ 2160.00	\$ 1728.00	\$ 1620.00	\$ 1620.00
Total Budget	\$ 2160.00	\$ 3456.00	\$ 6480.00	\$ 9720.00
Discount Level		20%	25%	25%
Quarter-Page (18 x 4)	\$ 1080.00	\$ 1080.00	\$ 864.00	\$ 864.00
Total Budget	\$ 1080.00	\$ 2160.00	\$ 3456.00	\$ 5184.00
Discount Level			20%	20%
1/8 (9x4 or 18x2)	\$ 540.00	\$ 540.00	\$ 540.00	\$ 540.00
Total Budget	\$ 540.00	\$ 1080.00	\$ 2160.00	\$ 3240.00
Discount Level				
1/16 (9 x 2)	\$ 270.00	\$ 270.00	\$ 270.00	\$ 270.00
Total Budget	\$ 270.00	\$ 540.00	\$ 1080.00	\$ 1620.00
Discount Level				
	x13	x26	x52	
Double Page Spread	\$ 4788.00	\$ 3990.00	\$ 3990.00	
Total Budget	\$62,244.00	\$103,740.00	\$207,480.00	
Discount Level	40%	50%	50%	
Full-Page (38 x 8)	\$ 2964.00	\$ 2736.00	\$ 2280.00	
Total Budget	\$38,532.00	\$71,136.00	\$118,560.00	
Discount Level	35%	35%	50%	
Half-Page (18 x 8)	\$ 1512.00	\$ 1404.00	\$ 1296.00	
Total Budget	\$19,656.00	\$36,504.00	\$67,392.00	
Discount Level	30%	35%	40%	
Quarter-Page (18 x 4)	\$ 810.00	\$ 756.00	\$ 702.00	
Total Budget	\$10,530.00	\$19,656.00	\$36,504.00	
Discount Level	25%	30%	35%	
1/8 (9x4 or 18x2)	\$ 432.00	\$ 405.00	\$ 378.00	
Total Budget	\$ 5616.00	\$10,530.00	\$19,656.00	
Discount Level	20%	25%	30%	
1/16 (9 x 2)	\$ 270.00	\$ 216.00	\$ 202.50	
Total Budget	\$ 3510.00	\$ 5616.00	\$10,530.00	
Discount Level		20%	25%	

All rates are pre-paid. GST inclusive.

Classified Advertising Rates

Line Ads

First 20 words \$ 20.00
then \$1 per word thereafter

Large-Print Headings (per line)

14-Point Line \$ 4.00
18-Point Line \$ 8.00
24-Point Line \$ 12.00
30-Point Line \$ 16.00

Deadlines

Bookings: 5pm Fri. prior to publication
Copy: 5pm Fri. prior to publication
Deadlines cannot be extended

Trades and Services Directory

Line Ads

First 20 words \$ 20.00
then \$1 per word thereafter

'Contract' Repeat Advertising Line Ads

First 20 words \$ 10.00
then 50c per word thereafter

We do request a minimum 13 weeks for the half-price discount advertising.

'Contract' Repeat Advertising Display Ads

'Open' Display rate \$15 per cm.
'Contract' discount rate \$7.50 per cm.

We do request a minimum 13 weeks for the half-price discount advertising package.

Deadlines

Bookings: 5pm Fri. prior to publication
Copy: 5pm Fri. prior to publication
Deadlines cannot be extended

Mechanical Specifications

Page Dimensions

Full-Page 380mm height x 262mm width
No trims or bleeds
8 columns to the page
No gutters available for DPS
Half-Page 180mm height x 262mm width
Half-Page V 380mm height x 129mm width
Quarter-Page 180mm height x 129mm width
1/16th page 180mm height x 63mm width
or 90mm height x 129mm width
1/8th page 90mm height x 63mm width
Front-Page 50mm height x 63mm width

Colour

Mono, Spot-Colour and Full-Colour ads accepted

Production

Printed Web Offset
Artwork CD, DVD or online PDF to
editor@melbourneobserver.com.au
Please include all screen, fonts.
We do not edit PDF files.
Please do not compress files.
Photos In CMYK, 300 dpi or higher
File Format PC platform, we use Pagemaker

Design/Layout

We can assist advertisers requiring design/layout services. Details on application.

Deadlines

We cannot accept cancellations after deadline. A 100% fee of the space cost, loadings, and additional fees will be levied for cancellations. The publisher reserves the right to repeat previous copy if material is not delivered within the deadline.